

Docket No: P-0219



PATENT

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Confirmation No.: 4938

Jae Kyung LEE et al.

Group Art Unit: 2623

Serial No.: 09/840,881

Examiner: S. Beliveau

Filed: April 25, 2001

**Customer No.: 34610**

For: DIGITAL TELEVISION THAT DISPLAYS FUNCTIONAL/FEATURE  
INFORMATION USING STORED PRODUCT AND SITE INFORMATION (As Amended)

**RESPONSE TO NOTICE OF NON-COMPLIANT APPEAL BRIEF**

U.S. Patent and Trademark Office  
Customer Service Window, Mail Stop Appeal Brief-Patents  
Randolph Building  
401 Dulany Street  
Alexandria, Virginia 22314

Sir:

In response to the Notice of Non-Compliant Appeal Brief dated April 24, 2007, the Status of the Claims section previously submitted in the March 2, 2007 Appeal Brief is amended to include the status of all the claims. The amended Appeal Brief is attached.

Should the Examiner have any questions regarding the above-identified application, the Examiner is invited to contact the undersigned at the telephone number listed below.

Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
KED & ASSOCIATES, LLP

A handwritten signature in dark ink, appearing to read "David C. Oren".

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Attachment: Appeal Brief  
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**Date: May 24, 2007**

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE BOARD OF APPEALS AND INTERFERENCE**

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INFORMATION USING STORED PRODUCT AND SITE INFORMATION (As  
Amended)

**APPEAL BRIEF**

U.S. Patent and Trademark Office  
Customer Window, Mail Stop Appeal Brief-Patents  
Randolph Building  
401 Dulany Street  
Alexandria, Virginia 223134

Sir:

This appeal is taken from the rejection of claims as set forth in the Office Action of July 7, 2006 (hereafter the Office Action). In accordance with 37 C.F.R. §41.37, appellants address the following items.

**REAL PARTY IN INTEREST**

The real party in interest is the assignee, LG Electronics Inc. The assignment document is recorded beginning at Reel 011754, Frame 0575.

**RELATED APPEALS AND INTERFERENCES**

There are no known related appeals and interferences.

**STATUS OF THE CLAIMS**

This is an appeal from the final rejection dated July 7, 2006 of claims 1-10, 12, 13, 15-18 and 20-26. All claims 1-10, 12, 13, 15-18 and 20-26 are rejected. No other claims are pending. That is, claims 11, 14 and 19 have been canceled.

**STATUS OF AMENDMENTS**

All Amendments filed in this application have been entered. A copy of the appealed claims appears in the attached Claims Appendix.

**SUMMARY OF THE CLAIMED SUBJECT MATTER**

As stated in 37 C.F.R §41.37(c)(v), appellants are providing the following explanation of each of the independent claims 1, 10 and 20 involved in this appeal. This explanation refers to the specification and drawings. The following is merely an example summary and is not intended to be a discussion of the full and entire scope of the claims. Other interpretations, configurations and embodiments are also within the scope of the pending claims. Further, the scope of the claims may be broader than the specific embodiments described in the specification.

**Independent Claim 1**

The present specification describes a TV, in an apparatus reproducing video and audio signals by receiving a broadcast signal. For example, see FIG. 2 and page 6, line 6–page 7, line 15.

The TV includes a storing unit for storing proper information of the TV and contact information of an Internet site. For example, see FIGs. 2 and 3 showing a storing unit 209; and page 7, lines 7-9 and 17-21.

The TV also includes a controlling unit to access information from the Internet site using the stored proper information of the TV in response to a user pressing a function selection key. The proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key. For example, see FIG. 2 showing a controlling unit 206; page 7, lines 10-15; and page 7, line 24–page 8, line 4.

The controlling unit may further display function information and feature information of the TV on a screen by using the stored contact information and the stored proper information. For example, see page 8, lines 12-16.

**Independent Claim 10**

The present specification also discloses a control method of a TV. For example, see FIG. 4 and page 9, line 8–page 10, line 13. When a key selection is made by a user, stored proper information of the TV may be transmitted from the TV to a product-related site by using stored

contact information of the product-related site stored in the TV in advance of the key selection by the user. For example, see FIG. 4, S44; page 7, line 24–page 8, line 4; and page 9, lines 16–18. The proper information may include a model name or a model number of the TV. For example, see page 8, lines 8–9.

The method may include receiving menu information corresponding to the TV. For example, see page 8, lines 12–16.

The method may also include receiving information selected by the user in the menu information. For example, see page 9, line 23–page 10, line 2.

Additionally, the method may include displaying the selected information on a screen of the TV. For example, see page 8, line 21–page 9, line 4; and page 9, line 23–page 10, line 2.

#### **Independent Claim 20**

The present specification also discloses a method that includes receiving a key signal indicating a desire to obtain product-related information. For example, see FIG. 4, S41 and page 9, lines 10–15.

The method may also include transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal, the identifying information having been stored in the television system prior to receiving the key signal. For example, see FIG. 4, S44; page 7, line 24–page 8, line 4; and page 9, lines 16–18.

The method may still further include receiving information at the television system and from the server based on the transmitted previously-stored identifying information. For example, see page 8, lines 12-16.

Additionally, the method may include displaying the received information on a screen of the television system. For example, see page 8, line 21–page 9, line 4; and page 9, line 23–page 10, line 2.

### **GROUND OF REJECTION TO BE REVIEWED ON APPEAL**

Claims 1-10, 12, 13, 15-18 and 20-26 stand rejected under 35 U.S.C. §103(a) over U.S. Patent 6,202,212 to Sturgeon et al. (hereafter Sturgeon) in view of U.S. Patent Publication 2004/0024657 to Wright et al. (hereafter Wright).

As discussed below in the section entitled “Argument” appellants have separately made arguments for the claims. Appellants believe that each of the claims stands and falls separately from one another.

### **ARGUMENT**

The present application contains three independent claims, namely independent claims 1, 10 and 20. These claims contain different features as may be evidenced by the specifically claimed features and/or as may be pointed out below. For ease of illustration and discussion, similar types of claims (or claim features) may be discussed with respect to each other. This is

not an admission that the claims are the same or that they stand or fall together. Rather, this is an attempt to narrow the number of issues and to limit the number of arguments. While arguments may be similar for different claims, it should be understood that differently claimed features are expressly used.

Appellants are providing arguments below to show that the applied references do not teach or suggest the claimed features. Each of independent claims 1, 10 and 20 is believed to define patentable subject matter as discussed below. Each of the dependent claims depends from at least one of the independent claims and therefore defines patentable subject matter at least for this additional reason. In addition, the dependent claims recite features that further and independently distinguish over the applied references.

### **Independent Claim 1**

Independent claim 1 recites a storing unit and a controlling unit to access information from the Internet site using the stored proper information of the TV in response to a user pressing a function selection key, the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key, the controlling unit further displaying function information and feature information of the TV on a screen by using the stored contact information and the stored proper information.

The applied references do not teach or suggest all the features of independent claim 1. More specifically, Sturgeon and Wright do not teach or suggest accessing information from an

Internet site using stored proper information of a TV in response to a user pressing a function selection key. MPEP §2142 states that in order to establish a *prima facie* case of obviousness, the prior art must teach or suggest all the claim limitations. Since Sturgeon and Wright, either alone or in combination, do not teach or suggest a controlling unit to access information from an Internet site using stored proper information of a TV in response to a user pressing a function selection key, the Office Action has failed to establish a *prima facie* case of obviousness.

Sturgeon discloses a home theater computer system that may include a display unit 40 acting as a computer monitor in one mode or a television unit in another mode. The user may switch between a TV mode or a PC mode. See col. 8, lines 26-67; and FIG. 6. However, Sturgeon has no suggestion for storing proper information of a TV and/or accessing information from an Internet site using stored proper information of the TV in response to a user pressing a function selection key. Rather, Sturgeon merely discloses the ability to switch modes of a display unit. For example, in order to change from a Use PC mode to a Watch TV mode, a user positions a mouse within an active region of a television window 610 and clicks the mouse to indicate a desire to switch modes. See FIG. 14. A main menu 640 may then be displayed and a user may click on a Watch TV button 624. See FIG. 15 and col. 11, lines 18-59.

The Office Action (on page 3) also states that Sturgeon does not explicitly disclose storing proper information of the TV and contact information of an Internet site. The Office Action relies on Wright for the missing features of independent claim 1. However, Wright discloses a label 100 that may include an indicator (such as a URL) as well as product name,



serial number and/or patent number. See Wright's FIG. 1 and paragraphs [0022]-[0023]. Wright discloses that a label may be included within a memory 200 and that the memory 200 may be accessed using a processor. See FIG. 2 and paragraphs [0025]-[0027]. However, this does not teach or suggest storing proper information of a TV. Wright does not relate to a TV and therefore has no suggestion for storing proper information of the TV and/or accessing information using the stored proper information of the TV. The Advisory Action dated October 6, 2006 states that Wright is product specific. However, Wright's disclosure may not be simply applied to any product. Appellants respectfully submit that Wright's disclosure may not be merely combined into a TV. Wright therefore does not teach or suggest the features of independent claim 1 missing from Sturgeon. Appellants further believe that any suggestion for Wright to store proper information of a TV and access information using the information of the TV is based on impermissible hindsight.

Appellants respectfully submit the combination of Sturgeon and Wright does not suggest all the claimed features. For example, if Sturgeon's home theater computer system were modified to include an indicator as disclosed in Wright, there still is no suggestion to access information from an Internet site using the stored proper information of the TV in response to a user pressing a function selection key. Sturgeon does not teach a function selection key to access information from the Internet. At best, Sturgeon merely discloses a Help function that may be accessed via a mouse to obtain a PC Theater's User Guide. This does not suggest the claimed function selection key (as that terminology is discussed in the present specification). Further,

merely because Sturgeon discloses accessing general Help information, this does not suggest that Wright's indicator may be used to access information relating to stored information of a TV.

Still further, Sturgeon and Wright do not teach or suggest further displaying function information and feature in formation of the TV on a screen by using the stored contact information and the stored proper information. Sturgeon does not display information of a TV based on stored contact information. Additionally, Wright does not display information of a TV based on stored proper information (of the TV). Thus, the references as a whole do not teach or suggest displaying the information of the TV by using the stored contact information and the stored proper information.

Appellants respectfully submit that the Office Action relies on appellants' own specification in determining to modify Sturgeon so as to include features of Wright. The Office Action therefore relies on impermissible hindsight. Accordingly, the Office Action fails to make a *prima facie* case of obviousness. Additionally, appellants respectfully submit that Sturgeon and Wright, either alone or in combination, do not teach or suggest all the features of independent claim 1. Thus, independent claim 1 defines patentable subject matter.

### **Dependent Claim 2**

Dependent claim 2 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 2 contains additional features

such that dependent claim 2 does not stand or fall together with independent claim 1. For example, dependent claim 2 recites that the Internet site is a product-related site.

The applied references do not teach or suggest at least these features of dependent claim 2 either alone or in combination with the other features of independent claim 1. The Office Action cites Wright's paragraph [0045] for these features of dependent claim 2. However, the cited section does not teach or suggest accessing information from an Internet site (such as a product-related site) using stored proper information of the TV. In other words, there is no correlation in Wright between stored proper information of a TV and a product-related site. Sturgeon does not teach or suggest the missing features. Thus, dependent claim 2 defines patentable subject matter at least for these additional reasons.

### **Dependent Claim 3**

Dependent claim 3 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 3 contains additional features such that dependent claim 3 does not stand or fall together with independent claim 1. For example, dependent claim 3 recites that the function information and feature information of the TV is provided from a product-related site server. The applied references do not teach or suggest at least these features of dependent claim 3 either alone or in combination with the other features of independent claim 1. Thus, dependent claim 3 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 4**

Dependent claim 4 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 4 contains additional features such that dependent claim 4 does not stand or fall together with independent claim 1. For example, dependent claim 4 recites that the controlling unit transmits the proper information of the TV to a product-related site server in response to the pressing of the function selection key.

The applied references do not teach or suggest at least these features of dependent claim 4. The Office Action cites Wright's paragraphs [0023], [0025] and [0026] for these features. However, at best, Wright merely discloses an interface 204 (FIG. 2) for automatically interfacing to the Internet using a label retrieved from a memory. Wright does not suggest transmitting proper information of a TV in response to the pressing of a function selection key. Sturgeon does not teach or suggest the missing features. Thus, dependent claim 4 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 5**

Dependent claim 5 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 5 contains additional features such that dependent claim 5 does not stand or fall together with independent claim 1. For example, dependent claim 5 recites that the proper information of the TV is provided to a product-related site server through a network interface in response to the pressing of the function selection key.

The applied references do not teach or suggest at least these features of dependent claim 5. The Office Action cites Sturgeon's network interface controller 152 for these features of dependent claim 5. However, Sturgeon does not suggest the claimed function selection key and/or providing proper information of a TV in response to the pressing of a function selection key. Wright does not teach or suggest the missing features. Thus, dependent claim 5 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 6**

Dependent claim 6 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 6 contains additional features such that dependent claim 6 does not stand or fall together with independent claim 1. For example, dependent claim 6 recites that the proper information is a model name or a model number of the TV.

The applied references do not teach or suggest at least these features of dependent claim 6. The Office Action cites Wright's paragraph [0023] for these features of dependent claim 6. However, Wright discloses accessing a website based on a URL. See paragraph [0027]. Wright does not specifically disclose accessing information of the Internet using a model name or a model number of a TV. Further, neither Sturgeon nor Wright discloses storing a model name or a model number of a TV. Thus, dependent claim 6 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 7**

Dependent claim 7 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 7 contains additional features such that dependent claim 7 does not stand or fall together with independent claim 1. For example, dependent claim 7 recites that the contact information is a URL (Uniform Resource Locator) of the Internet site. The applied references do not teach or suggest at least these features of dependent claim 7 either alone or in combination with the other features of

independent claim 1. Thus, dependent claim 7 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 8**

Dependent claim 8 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 8 contains additional features such that dependent claim 8 does not stand or fall together with independent claim 1. For example, dependent claim 8 recites that the function information is information corresponding to video or audio-related functions of the TV.

The applied references do not teach or suggest at least these features of dependent claim 8. The Office Action cites Sturgeon's col. 12, lines 10-12 for these features of dependent claim 8. However, the cited section merely relates to a Help menu that may access information of a PC Theater. This is does not suggest video or audio-related functions of a TV. Wright does not teach or suggest the missing features. Thus, dependent claim 8 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 9**

Dependent claim 9 depends from independent claim 1 and therefore defines patentable subject matter at least for this reason. However, dependent claim 9 contains additional features such that dependent claim 9 does not stand or fall together with independent claim 1. For example, dependent claim 9 recites that the feature information is information corresponding to a special function of the TV.

The applied references do not teach or suggest at least these features of dependent claim 9. The Office Action cites Sturgeon's col. 12, lines 10-12 for these features of dependent claim 9. Appellants have not admitted that it is well known for user manuals (of a PC theater) to include information corresponding to a special function of a TV. Sturgeon and Wright do not teach or suggest the features of dependent claim 9. Thus, dependent claim 9 defines patentable subject matter at least for these additional reasons.

**Independent Claim 10**

Independent claim 10 recites when a key selection is made by a user, transmitting stored proper information of the TV from the TV to a product-related site by using stored contact information of the product-related site stored in the TV in advance of the key selection by the user, wherein the proper information includes a model name or a model number of the TV. Independent claim 10 also recites receiving menu information corresponding to the TV,



receiving information selected by the user in the menu information, and displaying the selected information on a screen of the TV.

For at least similar reasons as set forth above, the applied references do not teach or suggest all the features of independent claim 10. Additionally, Sturgeon and Wright do not relate to a model name and/or model number of a TV. At best, Wright merely discloses that a product name or serial number may be included on a label. However, this does not suggest a model name or model number of a TV in combination with the storing of this information (of the TV) and transmitting the information from the TV to a product-related site. Wright's paragraph [0023] does not suggest transmitting a model name or a model number of a TV. Additionally, there is no motivation in the prior art to modify Sturgeon's home theater computer system to include storing/transmitting a model name or model number of a TV. Accordingly, independent claim 10 defines patentable subject matter.

### **Dependent Claim 12**

Dependent claim 12 depends from independent claim 10 and therefore defines patentable subject matter at least for this reason. However, dependent claim 12 contains additional features such that dependent claim 12 does not stand or fall together with independent claim 10. For example, dependent claim 12 recites that the proper information is transmitted by using the contact information of the product-related site.

The applied references do not teach or suggest at least these features of dependent claim 12. The Office Action cites Wright's paragraphs [0023], [0025] and [0026] for these features of

dependent claim 12. However, the cited sections do not relate to transmitting proper information (of a TV) by using the contact information (stored in the TV). Sturgeon does not teach or suggest the missing features. Thus, dependent claim 12 defines patentable subject matter at least for these additional reasons.

### **Dependent Claim 13**

Dependent claim 13 depends from independent claim 10 and dependent claim 12, and therefore defines patentable subject matter at least for this reason. However, dependent claim 13 contains additional features such that dependent claim 13 does not stand or fall together with independent claim 10 and/or dependent claim 12. For example, dependent claim 13 recites that the contact information is a URL (Uniform Resource Locator). The applied references do not teach or suggest at least these features either alone or in combination with the other features of independent claim 10 and/or dependent claim 12. Thus, dependent claim 13 defines patentable subject matter at least for these additional reasons.

### **Dependent Claim 15**

Dependent claim 15 depends from independent claim 10 and therefore defines patentable subject matter at least for this reason. However, dependent claim 15 contains additional features such that dependent claim 15 does not stand or fall together with independent claim 10. For example, dependent claim 15 recites that the menu information is information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.

The applied references do not teach or suggest at least these features of dependent claim 15. The Office Action cites Sturgeon's col. 12, lines 10-12 for these features. However, the cited section merely relates to a Help menu that may access information of a PC Theater. This does not suggest video or audio-related functions of a TV. Wright does not teach or suggest these missing features.

Further, appellants have not admitted that it is well known for user manuals (of a PC theater) to include information corresponding to a special function of a TV. Sturgeon and Wright do not teach or suggest these missing features relating to a special function of a TV. Thus, dependent claim 15 defines patentable subject matter at least for these additional reasons.

#### **Dependent Claim 16**

Dependent claim 16 depends from independent claim 10 and therefore defines patentable subject matter at least for this reason. However, dependent claim 16 contains additional features such that dependent claim 16 does not stand or fall together with independent claim 10. For example, dependent claim 16 recites that transmitting the stored proper information occurs when a function selection key signal is inputted by the user.

The applied references do not teach or suggest at least these features of dependent claim 16. The Office Action cites Sturgeon's col. 11, lines 60-67 for these features. However, the cited section does not relate to transmitting stored proper information. Rather, the cited section allows a user to select one of the displayed buttons in FIG. 15. This does not suggest transmitting stored proper information (of a TV) when a function selection key signal is inputted by the user.

Wright does not teach or suggest the missing features. Thus, dependent claim 16 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 17**

Dependent claim 17 depends from independent claim 10 and dependent claim 16, and therefore defines patentable subject matter at least for this reason. However, dependent claim 17 contains additional features such that dependent claim 17 does not stand or fall together with independent claim 10 and/or dependent claim 16. For example, dependent claim 17 recites receiving and processing a broadcast signal when the function selection key signal is not inputted. The applied references do not teach or suggest at least these features of dependent claim 17 either alone or in combination with the other features of independent claim 10 and/or dependent claim 16. Thus, dependent claim 17 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 18**

Dependent claim 18 depends from independent claim 10 and therefore defines patentable subject matter at least for this reason. However, dependent claim 18 contains additional features such that dependent claim 18 does not stand or fall together with independent claim 10. For example, dependent claim 18 recites that the control method displays general homepage information on the screen after receiving it when the proper information of the TV is not transmitted to the product-related site. The applied references do not teach or suggest at least these features of dependent claim 18 either alone or in combination with the other features of

independent claim 10. Thus, dependent claim 18 defines patentable subject matter at least for these additional reasons.

### **Independent Claim 20**

Independent claim 20 recites receiving a key signal indicating a desire to obtain product-related information and transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal, the identifying information having been stored in the television system prior to receiving the key signal.

For at least similar reasons as set forth above, the applied references do not teach or suggest all the features of independent claim 20. Further, Sturgeon and Wright do not teach or suggest transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal. The Office Action (on page 9) appears to rely on Wright for these features. However, Wright clearly does not suggest a television system. Additionally, Wright discloses that the customer accesses the web site and subsequently chooses from options on the web site related to the product. See Wright's paragraph [0024]. Therefore, Wright clearly does not "transmit previously-stored identifying information...in direct response to the received signal." Further, Sturgeon utilizes a Help button to access a general User's Guide. Neither Sturgeon nor Wright suggests the claimed features relating to the key signal and the "in direct response" feature. Thus, Sturgeon and Wright do not teach or suggest all the features of independent claim 20. Accordingly, independent claim 20 defines patentable subject matter.

**Dependent Claim 21**

Dependent claim 21 depends from independent claim 20 and therefore defines patentable subject matter at least for this reason. However, dependent claim 21 contains additional features such that dependent claim 21 does not stand or fall together with independent claim 20. For example, dependent claim 21 recites that the previously-stored identifying information comprises a model name of the television system stored in the television system prior to receiving the key signal.

The applied references do not teach or suggest at least these features of dependent claim 21. The Office Action cites Wright's paragraph [0023] for the features of dependent claim 21. However, Wright does not suggest storing information such as a model name of a television system stored in the television system. Sturgeon does not teach or suggest the missing features. Thus, dependent claim 21 defines patentable subject matter at least for these additional reasons.

**Dependent Claim 22**

Dependent claim 22 depends from independent claim 20 and therefore defines patentable subject matter at least for this reason. However, dependent claim 22 contains additional features such that dependent claim 22 does not stand or fall together with independent claim 20. For example, dependent claim 22 recites that the previously-stored identifying information comprises a model number of the television system stored in the television system prior to receiving the key signal.

The applied references do not teach or suggest at least these features of dependent claim 22. The Office Action cites Wright's paragraph [0023] for the features of dependent claim 22. However, Wright does not suggest storing information such as a model number of a television system stored in the television system. Sturgeon does not teach or suggest the missing features. Thus, dependent claim 22 defines patentable subject matter at least for these additional reasons.

### **Dependent Claim 23**

Dependent claim 23 depends from independent claim 20 and therefore defines patentable subject matter at least for this reason. However, dependent claim 23 contains additional features such that dependent claim 23 does not stand or fall together with independent claim 20. For example, dependent claim 23 recites that transmitting previously-stored identifying information comprises transmitting the previously-stored identifying information of the television system based on previously-stored contact information of a website.

The applied references do not teach or suggest at least these features of dependent claim 23. The Office Action cites Wright's paragraph [0033] for these features of dependent claim 23. However, this cited section does not suggest storing or transmitting identifying information of a television system. Sturgeon does not teach or suggest the missing features. Thus, dependent claim 23 defines patentable subject matter at least for these additional reasons.

### **Dependent Claim 24**

Dependent claim 24 depends from independent claim 20 and dependent claim 23 and therefore defines patentable subject matter at least for this reason. However, dependent claim

24 contains additional features such that dependent claim 24 does not stand or fall together with independent claim 20 and/or dependent claim 23. For example, dependent claim 24 recites that the contact information comprises a URL (Uniform Resource Locator). The applied references do not teach or suggest at least these features either alone or in combination with the other features of independent claim 20 and/or dependent claim 23. Thus, dependent claim 24 defines patentable subject matter at least for these additional reasons.

#### **Dependent Claim 25**

Dependent claim 25 depends from independent claim 20 and therefore defines patentable subject matter at least for this reason. However, dependent claim 25 contains additional features such that dependent claim 25 does not stand or fall together with independent claim 20. For example, dependent claim 25 recites receiving menu information from the website in response to the transmitted previously-stored identifying information of the television system.

The applied references do not teach or suggest at least these features of dependent claim 25. The Office Action cites Wright's FIG. 4 for these features of dependent claim 25. However, Wright's FIG. 4 does not relate to information of a television system. Thus, dependent claim 25 defines patentable subject matter at least for these additional reasons.

#### **Dependent Claim 26**

Dependent claim 26 depends from independent claim 20 and dependent claim 25 and therefore defines patentable subject matter at least for this reason. However, dependent claim 26 contains additional features such that dependent claim 26 does not stand or fall together with



independent claim 20 and/or dependent claim 25. For example, dependent claim 26 recites that the menu information comprises information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.

The applied references do not teach or suggest at least these features of dependent claim 26. The Office Action cites Sturgeon's col. 12, lines 10-12 for these features. However, the cited section merely relates to a Help menu that may access information of a PC Theater. This does not suggest video or audio-related functions of a TV. Wright does not teach or suggest these missing features.

Further, appellants have not admitted that it is well known for user manuals (of a PC theater) to include information corresponding to a special function of a TV. Sturgeon and Wright do not teach or suggest these missing features relating to a special function of a TV. Thus, dependent claim 26 defines patentable subject matter at least for these additional reasons.

### **CLAIMS APPENDIX**

The attached Claims Appendix contains a copy of the claims involved in the appeal.

### **EVIDENCE APPENDIX**

Appellants have not provided any evidence with this appeal and therefore an Evidence Appendix is not provided.

**RELATED PROCEEDINGS APPENDIX**

Appellants are not providing copies of related decisions and therefore a Related Proceeding Appendix is not provided.

**CONCLUSION**

It is respectfully submitted that the above arguments show that each of claims 1-10, 12, 13, 15-18 and 20-26 are patentable over the applied references. Based at least on these reasons, it is respectfully submitted that each of claims 1-10, 12, 13, 15-18 and 20-26 defines patentable subject matter. Appellants respectfully request that the rejections of claims 1-10, 12, 13, 15-18 and 20-26 set forth in the July 7, 2006 Office Action be withdrawn and/or reversed.

Respectfully submitted,



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**Date: March 2, 2007**

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**CLAIMS APPENDIX**

1. In an apparatus reproducing video and audio signals by receiving a broadcast signal, a TV, comprising:

a storing unit for storing proper information of the TV and contact information of an Internet site; and

a controlling unit to access information from the Internet site using the stored proper information of the TV in response to a user pressing a function selection key, the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key, the controlling unit further displaying function information and feature information of the TV on a screen by using the stored contact information and the stored proper information.

2. The TV according to claim 1, wherein the Internet site is a product-related site.

3. The TV according to claim 1, wherein the function information and feature information of the TV is provided from a product-related site server.

4. The TV according to claim 1, wherein the controlling unit transmits the proper information of the TV to a product-related site server in response to the pressing of the function selection key.

5. The TV according to claim 1, wherein the proper information of the TV is provided to a product-related site server through a network interface in response to the pressing of the function selection key.

6. The TV according to claim 1, wherein the proper information is a model name or a model number of the TV.

7. The TV according to claim 1, wherein the contact information is a URL (Uniform Resource Locator) of the Internet site.

8. The TV according to claim 1, wherein the function information is information corresponding to video or audio-related functions of the TV.

9. The TV according to claim 1, wherein the feature information is information corresponding to a special function of the TV.

10. A control method of a TV, comprising:

when a key selection is made by a user, transmitting stored proper information of the TV from the TV to a product-related site by using stored contact information of the product-related site stored in the TV in advance of the key selection by the user, wherein the proper information includes a model name or a model number of the TV;

receiving menu information corresponding to the TV;

receiving information selected by the user in the menu information; and

displaying the selected information on a screen of the TV.

12. The control method of the TV according to claim 10, wherein the proper information is transmitted by using the contact information of the product-related site.

13. The control method of the TV according to claim 12, wherein the contact information is a URL (Uniform Resource Locator).

15. The control method of the TV according to claim 10, wherein the menu information is information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.

16. The control method of the TV according to claim 10, wherein transmitting the stored proper information occurs when a function selection key signal is inputted by the user.

17. The control method of the TV according to claim 16, wherein the control method further comprises receiving and processing a broadcast signal when the function selection key signal is not inputted.

18. The control method of the TV according to claim 10, wherein the control method further comprises displaying general homepage information on the screen after receiving it when the proper information of the TV is not transmitted to the product-related site.

20. A method comprising:  
receiving a key signal indicating a desire to obtain product-related information;  
transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal, the identifying information having been stored in the television system prior to receiving the key signal;  
receiving information at the television system and from the server based on the transmitted previously-stored identifying information; and  
displaying the received information on a screen of the television system.

21. The method of claim 20, wherein the previously-stored identifying information comprises a model name of the television system stored in the television system prior to receiving the key signal.

22. The method of claim 20, wherein the previously-stored identifying information comprises a model number of the television system stored in the television system prior to receiving the key signal.

23. The method of claim 20, wherein transmitting previously-stored identifying information comprises transmitting the previously-stored identifying information of the television system based on previously-stored contact information of a website.

24. The method of claim 23, wherein the contact information comprises a URL (Uniform Resource Locator).

25. The method of claim 20, further comprising receiving menu information from the website in response to the transmitted previously-stored identifying information of the television system.

26. The method claim 25, wherein the menu information comprises information corresponding to video or audio-related functions of the TV, and information corresponding to a special function of the TV.